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## Hilton inn coming near mall

### *Vision Hospitality building \$10 million hotel off Shallowford Road*

By Bob Gary  
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Staff Writer

The six hotels and five restaurants on Shallowford Village Drive are getting company.

Bill Mish, director of operations for Vision Hospitality Group, said that's where his company is building a \$10 million Hilton Garden Inn. He said the full-service hotel will feature 112 rooms and, more importantly, double the meeting space of the downtown Hilton Garden Inn.

"There's really a need in this (Shallowford Road) area for a quality, full-service hotel with meeting space," he said.

"The downtown area is the only one in the city that has meeting space and higher quality.

"This area's booming. There are businesses here that need and want another hotel built, and downtown's just too far away," said Mr. Mish, also the incoming president of the Chattanooga Hotel and Lodging Association.

Ashley Morgan, assistant general manager at the nearby Courtyard by Marriott, said Hilton Gardens has emerged as Courtyard's principal competitor. She said she expects the new Hilton to take a bite from Courtyard's sales.

"You look for that to happen with any new product," she said. "They bring a lot to the table for business travelers."

That aside, Ms. Morgan said, travelers tend to pick places to stay based primarily on brand loyalty and incentive programs.

"You stay somewhere because that's where you always stay," she said, "(and) the Marriott customer is loyal to the brand because of things like Rewards (the chain's incentive program), just like Hilton Honors."

Mr. Mish said Vision owns or operates four other area hotels — the downtown Hilton Garden Inn and the Hampton Inn in Hixson, as well as the Holiday Inn Express and Homewood Suites near Hamilton Place mall.

He said the new Hilton Garden is being built by Chattanooga-based KueblerBuilders Inc. and should be finished by August, just before the annual Precept Ministries conference brings an estimated 8,000 visitors to Chattanooga.

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This story was published Saturday, December 27, 2003

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